

VIBRATION MAKES MAGNETO ESSENTIAL

This Is Why Splittorf Electrical Co. Built Thousands for Pershing.

We are indebted to our own Nicola Tesla for the statement that by means of a riddle he could split the Woodworth Building in New York in two. This he explained would be accomplished if the riddle could be so played that just exactly the right vibration was produced, and he added that vibration can do almost anything destructive. In a similar way, you have probably often watched a performer break a glass twenty feet away by means of the vibration of a metal string.

Breaks Down Some Steels.

Even scientists are only just beginning to understand the destructive forces embodied in this force that we know as vibration, so it is small wonder that the average man knows nothing at all about it. How many people ever stopped to consider, for instance, what vibration may do to the motor truck or tractor. Few of them realize that vibration even on a smooth road in its cumulative effect is enough actually to break down some steels. The steel under long continued vibration simply crystallizes and falls apart.

Vibration in a truck or tractor is continuous even though it may not be evident to the sensory system of the driver. Every part of the truck is constantly under more or less intense vibratory strain.

This is one reason why it has been found that the battery will give service for a while, but the intense vibratory strain makes its span of life brief. The development during the late war learned that even when a storage battery is suspended in springs, on rubber cushions or other resilient mediums, rapidly breaks down under the strains of ordinary service.

Why Pershing Ordered Magneto.

That is why Pershing insisted upon magneto ignition on his trucks, because it could not cope with the inevitable battery troubles. The foreign Powers who later became our allies recognized long before that magneto ignition was the only system that would stand up under the strenuous service demanded by military use, and that is why American magneto makers, principally the Splittorf Electrical Company, maker of the Dixie magneto, was overburdened with orders from the war's beginning, and, in fact, still is.

No one ever questioned the ability of the magneto to stand up regardless of the conditions of operation of the vehicle, but when it is vouched for that a Dixie or Mason principle magneto has been in continuous use without major repair for more than 30,000 miles some idea may be had of what magneto longevity really means.

This also explains to the layman why the battery type of ignition has never gained any foothold as truck and tractor equipment.

AUTOCARS IN 430 BUSINESSES.

Company Is Optimistic Over Prospects for This Year.

The attitude of the Autocar Company of Ardmore, Pa., is decidedly optimistic as regards business prospects for this year. Motor transportation and road roads are uppermost in the public mind, and business houses generally have come to regard efficient motor truck delivery as the competitive standard to which they must live up.

The tremendous scope of motor transportation is pretty graphically expressed in the fact that the Autocar motor truck is used in some 430 different lines of business. This list of industries ranges from the contractor and coal dealer using the Autocar with power hoist bodies to the department store or retailer that has found Autocars economical with light loads.

The Autocar sales programme of 1919 calls for a production larger than in any previous year.

He Sells Saxons



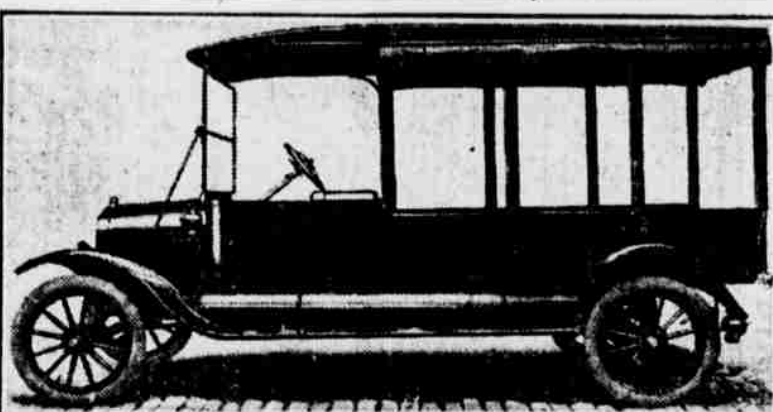
RODNEY K. HAINES.

George S. Morrow, president of the Saxon Motor Company of New York, announces that Rodney K. Haines has been taken into the firm as vice-president and general manager. Haines is one of the earliest pioneers in the local automobile trade. Prior to entering the automobile business in 1901 Mr. Haines was electrical engineer in construction work for the General Electric Company.

In 1901 he was half owner in the Auto Exchange Storage Company on Thirty-eighth street, then the center for the motor car trade. In 1904 and 1905 he was sales manager for the Darracq. In 1906 he acted as sales manager for Joseph Heller, then prominent in the importation of cars.

From 1907 to 1912 he was manager for Louis Jandorf, king of the used car trade. From 1912 to 1916 Mr. Haines conducted a new and used car business on the Row for himself. During 1916 he was sales manager for C. T. Silver. Following that Mr. Haines was sales manager for the Overland branch in Chicago. Upon returning from the West Mr. Haines connected with the Saxon Motor Company of New York as sales manager and his efforts have led to this promotion.

Hay-Dee Extended Ford Spells Economy



Commercial delivery bodies are following the trend of passenger types in the diversity of styles and sizes. The development of this end of the business will be well illustrated in the Commercial Vehicle Show at Madison Square Garden by the H. H. Babcock Company of Watertown, N. Y., whose line is probably the most complete ever produced by any one company.

Mr. Babcock long ago realized that the idea of using a few standard types of bodies to cover the needs of a hundred different lines of business was an economic waste, in addition to losing

POSSIBILITIES OF TRUCKS JUST SEEN

Their Development in War Period Huge, Says Nash Sales Manager.

"The new field which has opened for the motor truck is so large that it is difficult for any one to comprehend its full magnitude," says C. B. Voorhis, general sales manager of Nash Motors Company. "The events of the last two years have brought the truck as a means of commercial transportation to a point which might have taken years in ordinary times to accomplish. For the old adage that necessity is the mother of invention has worked out perfectly in the case of trucks.

"If you will consider the situation of this country when Government demands practically usurped the railroad facilities you will see what I mean. The nation generally had to look for a new way to deliver goods, especially over the shorter haul. True, the motor truck had been used for intracity work and there had been some suburban trucking, but the greater bulk of the shippers had as yet found no pressing reason to take up motor trucks.

New Uses Discovered.

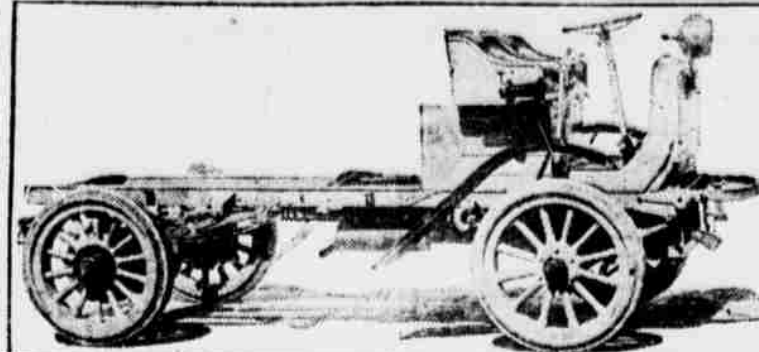
"When it came they had to try out trucks or do without. We as truck builders knew what the result would be in advance, but even we had no thought of some of the business uses to which the motor truck was to be put.

"The situation opened the eyes of every one to new and greater possible uses for motor trucks. And more than that, it demonstrated the use of motor trucks in a practical way. The motor truck arrived on the scene to help business out of its difficulties and it is going to stay on the job.

"There are many firms in this country which probably would not have a single motor truck today if necessity had not forced them to motorize their transportation. Now, having found by experience the benefits of motor transportation, they will not again be without it. Instead they are planning to enlarge their facilities.

There is no one particular class of firms or style of truck which will be affected by this new development. Every

The \$2,050 1½ Ton Autocar Chassis



business will want trucks of whatever particular type is best suited to it.

See Record Year Ahead.

"I need not say anything about the work which motor trucks did on the other side, for we all know their record there. We know what they did for the Allies at Chateau Thierry in a spectacular way, and we know that the motor truck made modern warfare possible and that it permitted us to place a mammoth army in the field and maintain it properly. We are indeed proud of the record made by our own Nash Quad. What the motor truck meant to the army, in my opinion, it means to the commercial business. For the army is really a huge business with its transportation problems, little different in essentials than in any other business.

"The next four years, I believe, will see bigger gains in the truck industry and in the use of trucks than has ever before been seen. I believe that with it will come improved roads and better facilities for using motor trucks to their full value."

AUTOCAR DISPLAY PROMINENT.

Manager Flier Confident of Big Business in 1919.

The Autocar Sales and Service Company, which is the factory branch of the Autocar Company of Ardmore, Pa., has a prominent display of Autocar motor trucks at the Commercial Car Show.

A. E. Flier, manager of the New York

Autocar branch, is confident of the largest year the Autocar Company has ever had. He says:

"We are laying plans for selling during 1919 more Autocars than have gone into New York in any previous year, and our service facilities are in the best condition they have ever been to take care of all the Autocars in our territory.

"Besides an addition to our Manhattan service station at 333 West Twenty-third street that will add very materially to our facilities there our branches in Brooklyn, The Bronx and Newark are well established and are caring for the Autocars users in those parts of Greater New York.

"We have recently added to our factory branch system, a very complete plant in New Haven—this organization not only serves Autocars owned by western Connecticut business houses but also becomes a factory service point for New York and New England Autocars making long city to city runs."

Service always has been the fundamental policy of the Autocar Company and the success of this policy is clearly shown by the hundreds of Autocars that are hauling goods in New York.

TRUCK ROADS PLANNED.

A truck road running north and south and another east and west will be constructed in every State in the Union, if the program endorsed at a recent meeting of the Highway Congress is translated into law by the members of Congress. These highways would be linked up from State to State in order to give the nation a complete highway system built at Federal expense.

MENOMINEE TRUCKS WIDELY POPULAR

Old Established Line Offers Models for Every Possible Use.

Wide popularity already has been attained by the Menominee line of minor trucks in New York. This line, which includes trucks from one to five tons, is handled by the Menominee Motor Truck Company of New York, Inc., 249 Amsterdam Avenue at Seventy-second street and Broadway.

This company already has built up a strong organization. Its president, John B. Carlton, is an engineer. For a number of years he was a successful motor truck salesman, later becoming retail sales manager of the Cutting-Larson Company's truck department.

Joseph F. Donaldson, secretary and service manager, is an oldtime motor truck man who started as an apprentice in a locomotive machine shop eighteen years ago. He went through all the stages of the motor truck business and was a successful service manager and later a salesman of more than ordinary ability. His unusual technical knowledge of motor truck construction has proved of great value to him in his sales work. He is an expert in picking out the proper type of truck for use in any particular delivery service.

Daniel Schubert, treasurer and sales manager, is a well known figure in the motor truck field. In his seven years of experience he has had peculiarly good opportunities to learn at first hand how to buy and how to sell motor trucks.

When he planned to enter his present firm he went West looking for a full line of reliable motor trucks. He chose the Menominee on its record of performance in the past nine years. He found that the Menominee Company built trucks of proved worth in one and one-half to three and one-half and five ton models, using only the best standard parts and building the trucks in a manner that would satisfy the most fastidious technical critic.

Fulton Truck Popular Here



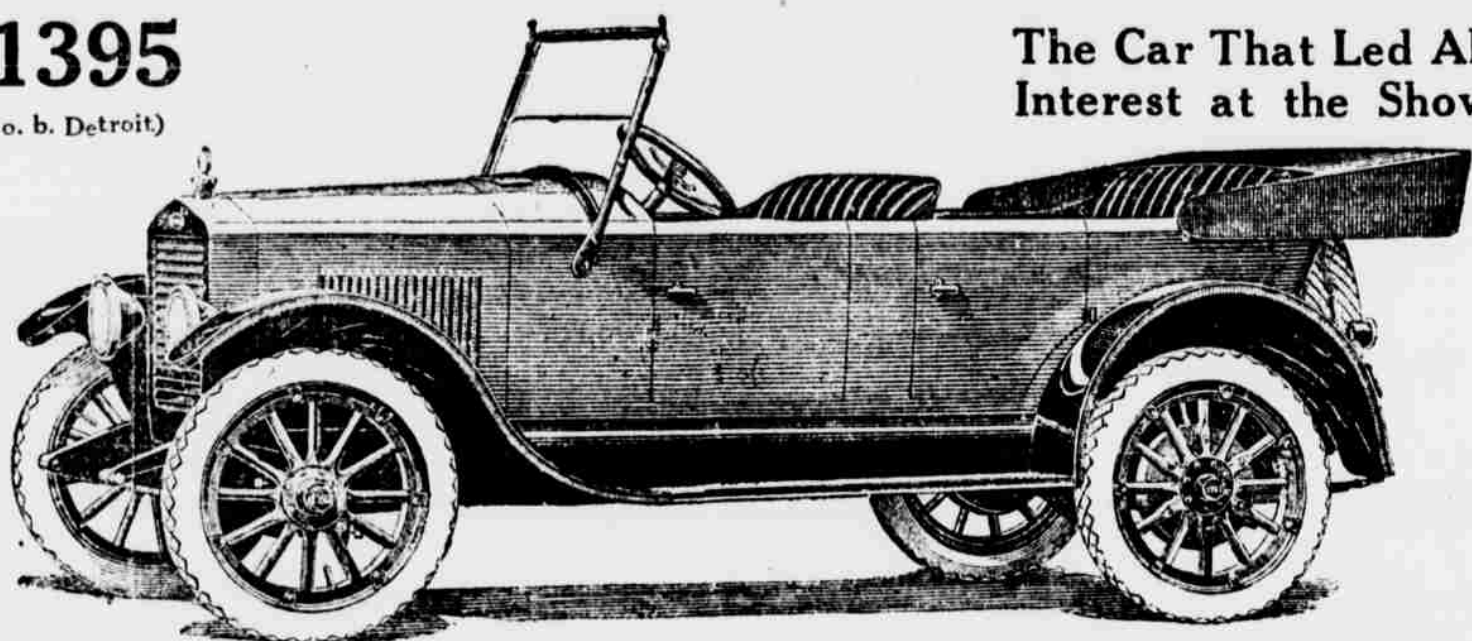
The Fulton one and a half ton truck, on exhibition at space D-1 in Madison Square Garden, has made such a successful record in the service of big national corporations that business men or their representatives are sure to give it unusual consideration at the big show. The way this truck has "taken hold" in New York and vicinity during the past eight months under the sales direction of W. Irvine Fickling and Norris N. Mason at 1800 Broadway is a subject of much favorable comment among the Row and in business circles.

Built in Farmingdale, Long Island, at the "Port of New York," the Fulton is distinctly a New York product and its representatives here are pioneer motor truck men who know the needs of users and who have established an unusual kind of up to date service to meet those needs.

The progress made by the New York organization under the direction of Fickling and Mason in eight months under war time conditions can be appreciated when it is known that at a sales convention of dealers at the factory last month announcement was made that New York had tripled its order for Fultons and that it would be necessary to move into larger quarters to keep pace with the demands made upon the organization by increased business. Probably one of the most satisfactory and effective achievements of Fickling and Mason was the establishment of a free monthly inspection service for all Fulton trucks in use in the metropolitan district. To carry this on successfully with other forms of service the New York Fulton Truck Company opened one of the largest service stations in Greater New York. It comprises 12,000 square feet and is located in Long Island City.

To keep pace with the constantly expanding policy of the factory the New York representatives have built up an unusually strong selling organization, equipped to give all prospective truck buyers expert advice concerning their war time conditions can be appreciated.

\$1395
(F. o. b. Detroit)



The Car That Led All Interest at the Show

Now Come Here Where You Can Get

Thousands Crowded the Exhibit at the Show

A Good Look at the Essex

On every tongue at the Automobile Show last week there was but one word concerning the most interesting exhibit there—it was the Essex.

The newspapers mentioned that fact in their news columns. Everyone asked, "Have you seen and ridden in the new Essex?"

And practically everyone replied, "I didn't get a good chance, because there were always such crowds about it."

So Come to Our Store, Where You Can Both See and Ride in It

Here we will have plenty of Essex cars for inspection and for demonstration.

Everyone is urged to ride in the Essex. Our plan is to acquaint everyone with its qualities. We let the car do that. The salesmen will not annoy you with their urgings that you buy. The Essex speaks more convincingly than anything we can say.

Here you will have an opportunity to view it without interference from such crowds as surged about it at the show. You can see how finely it is finished. You can manipulate the levers and know how easily they operate and their convenient locations.

You will be able to compare the Essex with other cars you know. You will see how it combines all the advantages that have made the light, cheap car so popular with the qualities that make you proud of it.

If You Have a Light Car That You Like And Still Want One That Is Better

You will find it in the Essex.

It is interesting to note the type of motor car users that are most enthusiastic over the Essex. They are, for the most part, those who own good light cars. They had never been dissatisfied with the cars they own, but when they have seen and ridden in the Essex, they speak of the qualities it possesses that are absent on their cars.

That is because the Essex has many things that are exclusive to large, costly cars.



Its performance and its long endurance and the way in which it retains its newness are distinctive qualities.

Light, cheap cars, even of the better grades, do not ride so easily. They don't retain their good looks so long, nor remain so free from squeaks and rattles.

We Repeat Only What Others Are Saying

One famous motor expert, the head of one of the largest gasoline motor manufacturers in the industry, said, "The Essex has the most wonderfully designed motor that has been produced in years." He does not build the Essex motor. He has no interest in its manufacture. He recognized its new principle that accounts for its great power. He saw why the Essex is capable of speed that rivals that of large and costlier cars.

You had little chance to see these features in your hurried examination of the Essex at the show.

And We Want You to Ride in the Essex

We put it through every test that any car is given to prove easy riding qualities, acceleration and speed. Rough roads, cobble-stone pavements and chuck holes do not bother those who ride in the Essex.

You will be able to see how this is accomplished. One man said his light car was all right, but that he had often driven miles out of the way to avoid the rough roads, because the rattles and squeaks made him feel his car would go to pieces.

"That one feature in the Essex, even if it possessed no other advantage," he said, "made it the car of his choice."

Three Buyers for Every Essex

That situation is assured by reports received from all parts of the country. Many distributors say their entire allotments for the year are already spoken for. They want more cars.

You ask then, why do we advertise. The Essex today dominates motor car interest. We intend that it shall do so throughout the year.

The Essex is on the map. It is there to stay by virtue of its exclusive qualities.

HUDSON MOTOR CAR COMPANY of NEW YORK, Inc.

Broadway at 61st Street, Circle Building

NEW ROCHELLE, N. Y. 291 Main Street	BRONX, N. Y. 2460 Grand Concourse	NEWARK, N. J. 865 Broad St.
BROOKLYN, N. Y. 1422 Bedford Ave.	PLAINFIELD, N. J. 190-192 East Front Street	
WHITE PLAINS 186-188 Martine Ave.		

For Passenger Cars

Aero MAGNETO

Born of War's necessities the SPLITDORF AERO Type Magneto for passenger cars represents magneto ignition of new ideal qualities.

Dixie MAGNETO

The great American magneto that has won first place in the tractor field and a dominating position as truck equipment.

SUMTER

Starter Coupling

Makes starting of even the largest and heaviest engines directly from the magneto, safe, sure and easy. A wonderful equipment on trucks and tractors.

SPLITDORF Service

Means direct service from the factory through thoroughly equipped Factory Branches, manned by Factory Experts whose advice and service is always available.

For Motorcycles and Motor Boats

Splittorf Electrical Co. Newark, N.J.

Splittorf Spark Plugs. "The Plug with the Green Jacket", are practically indestructible because the mica insulation cannot chip, crack or wear out.

SPLITDORF ELECTRICAL COMPANY
OF NEW YORK
3 West Sixty-First Street